

# TRUCKER SERVICE ASSOCIATION

LIVE HEALTHY  
DRIVER HEALTH CAMPAIGN

## "MARKETING SCHEMES"

July 2021

**KUHLEFIT**  
RENEW YOUR VITALITY



# AT THIS POINT

We have covered the importance of nutrition in depth. We have analyzed different healthy food options at fast food chains, snacks to pack, and meal prepping for the road. It doesn't hurt to mention once more that making nutrition a priority will be man's BEST friend at improving health, eliminating inflammation and achy joints, lowering weight and blood pressure, reducing risk for type 2 diabetes, and avoiding poor health. One aspect that we have not covered yet is how and why nutrition is incredibly tough to master.

Within our culture, we are bombarded with ads, sales, promotions, and incredible marketing that entices our emotions to buy their products. Sneaky or intelligent? I'll leave that up to you. Nonetheless, it's a topic that should be addressed to provide a clearer picture as to why the United States is, perhaps, the least healthy country. The US spends a staggering average of \$11,000 per person on healthcare. That is nearly \$3,500 more than the next highest country, Switzerland (1).

# TO PAINT THE PICTURE

With a different brush, the US spends roughly 4 trillion dollars on health care, yet 70% of Americans are overweight or obese and on at least one prescription medication. Looking at these numbers, it's tough to say we have a health care system. How can we spend so much yet have such a poor outcome?

Marketing low quality foods is one direct reason for this. People often fall prey to marketing tricks and believe they are buying high quality products. Sadly, these companies are about driving profit rather than leading you to health. Let's dive into three of the top selling gimmicks.



# MILK



Milk is not essential. Looking at many tribal cultures, very few of them actually lived predominately off of milk. Many of the tribes were nomadic so they followed the herds of animals and didn't stay in one location for long. This would make raising cows and drinking their milk very difficult. Of the few tribes that did use milk, it was always raw and was free of pasteurization, homogenization, any growth hormones and antibiotics. All of these modifications result in more sickly cows and drinking their milk can result in more sickly humans.

Pasteurized milk undergoes high temperatures which kills off the friendly bacteria while also denaturing proteins. Some of these proteins are enzymes which help us break down and digest milk more easily. The friendly gut bacteria aid in digestion and immune function. Processing eliminates these health benefits and reduces the quality of the product itself. There are many other options out there to get your calcium that may be much healthier - a simple Google search will reveal other options.

# ENRICHED AND FORTIFIED

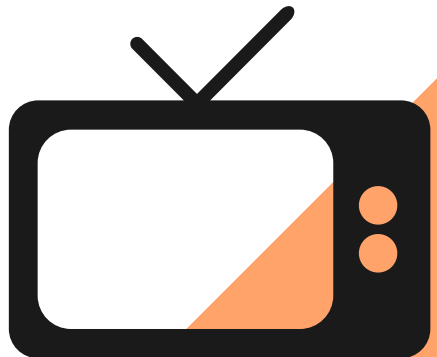
When I see this on any processed food product, I stay clear of it. It essentially means that the food was processed and broken down so much that it was void of the vitamins and minerals it once had. The company then had to synthetically add those missing pieces back to it. Man-made vitamins and minerals will never compare to Mother Nature's original packaging. You'll see this a lot with cereal products. Choosing other breakfast foods may be your best friend in terms of optimal health. Another option would be choosing healthier cereal brands like Cascadian Farms or Ezekiel that undergo less processing and lose less nutrients along the way.



# COMMERCIALS

One rule of thumb I follow is: If there's a commercial for a product, I don't buy it. You don't need to market quality foods to know they're healthy. I've yet to come across a commercial for an apple, celery, sweet potatoes, etc. You will see commercials for junk food, soda pop, restaurants, and desserts or treats. There's a reason they need to push their products with marketing. It's not because it'll make you feel more energetic, improve your mood, or help you lose weight. Choose what you are purchasing wisely, and pay attention to what the company is touting as beneficial.

1.([https://www.healthsystemtracker.org/chart-collection/health-spending-u-s-compare-countries/#item-spendingcomparison\\_health-consumption-expenditures-per-capita-2019](https://www.healthsystemtracker.org/chart-collection/health-spending-u-s-compare-countries/#item-spendingcomparison_health-consumption-expenditures-per-capita-2019))





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